

# Show and Deliver



## SHOW AND DELIVER SALE – A Type of Face-To-Face Sale

### ***What is Show & Deliver?***

Selling door-to-door with product in hand allows Scouts to make the sale, deliver the product and collect the money all in one visit. No more multiple visits to the same house to complete the sale.

### ***When is Show & Deliver?***

Show and Deliver occurs at the same time as Take Order selling – September 12 through October 25.

### ***Why do Show & Deliver?***

1. Most productive use of a family's valuable time.
2. Sell, deliver and collect with one visit to the house.
3. A Scout can sell five times as much product vs. Show & Sell. Using the Show & Deliver method, individual Scouts have averaged as much as \$225 worth of sales per hour. In comparison, Scouts conducting a Show & Sell at a shopping center had combined sales of \$130 an hour, or \$43 per Scout.

### ***How much product should each unit order?***

We recommend that you order no more than 50% to 70% of last year's total order for your unit for this year's Show & Deliver. Any remaining product can be used for the Take Order Sale, meaning there is no risk of units being stuck with additional product. You use leftover Show & Sell product for this type of sale.

### ***How to do Show & Deliver:***

- Scouts go door to door with their Take Order forms.
- Parents accompany the Scout(s) with a supply of product in their vehicle.
- Upon completing the sale, the Scout offers the consumer an opportunity to purchase and take the product right away, or informs the consumer that he will be back in a few weeks if the consumer wants to purchase products the Scout does not have, like chocolate.
- We suggest collecting all money at order time regardless of the product purchased.
- If necessary, Scout places order with unit leader for additional product he needs to fulfill all orders.
- Scouts make all deliveries to fulfill all orders.
- Many Scouts will order additional product in order to contact consumers who have already purchased and received product.
- Always emphasize safety. Review the safety information provided in this guide and on the CAMP MASTERS website at <http://campmasters.org/selling-tips-and-safety-tips/>

**Given an opportunity, 92% of all consumers will purchase again.**

**A delicious bag of CAMP MASTERS Popcorn does not last long!**